

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: TA-CHING PONG

SERIAL NO.: 09/881,815

FILED: June 18, 2001

FOR: SYSTEM AND METHOD FOR INSERTION AND  
MODIFICATION OF ADVERTISEMENTS

GROUP ART UNIT: 2611

EXAMINER: N. VU

ATTY. REFERENCE: PONG3002/BEU

COMMISSIONER OF PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith is a communication/amendment in the above-identified application.

☐ Small entity status under 37 CFR 1.9 and 1.27 is claimed.

☒ No additional fee is required.

The fee, if any, has been calculated as shown below:

| Fee Basis  | Number of<br>Claims After<br>Amendment | Highest Number<br>Previously Paid<br>For | Extra Claims | Small Entity | Full Fee   |
|--|--|--|--------------|--------------|------------|
| Total Claims   |  | <sup>1</sup>                             | <sup>3</sup> | × \$ 25 =    | × \$ 50 =  |
| Independent Claims   |  | <sup>2</sup>                             | <sup>3</sup> | × \$100 =    | × \$ 200 = |
| <input type="checkbox"/> First Presentation of Proper Multiple Dependent Claim |  |  |              | + \$180 =    | + \$360 =  |
| <b>TOTAL</b>   |  |  |              |              |            |

<sup>1</sup> If less than 20 enter 20.

<sup>2</sup> If less than 3 enter 3.

<sup>3</sup> If less than 0 enter 0.

☐ Please charge my Deposit Account Number 02-0200 in the amount of \$ . A duplicate copy of this sheet is attached.

☐ A check in the amount of \$ is attached.

☐ The Commissioner is hereby authorized to charge any additional fees associated with this communication, including fees due under 37 CFR 1.16 and 37 CFR 1.17 or credit any overpayment to Deposit Account Number 02-0200. A duplicate copy of this sheet is attached.

☐ Also enclosed is/are:

23364

Customer Number

Phone: (703) 683-0500

DATE: May 25, 2005

Respectfully submitted,

Benjamin E. Urcia  
Attorney for Applicant

Registration Number: 33,805



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                                   |   |                                     |
|-----------------------------------|---|-------------------------------------|
| In re U.S. Patent Application of: | ) | <u>Group Art Unit:</u> 2611         |
|                                   | ) |                                     |
| Ta-Ching PONG                     | ) | <u>Examiner:</u> N. Vu              |
|                                   | ) |                                     |
| Serial Number: 09/881,815         | ) | <u>Attorney Docket:</u> PONG3002beu |
|                                   | ) |                                     |
| Filed: June 18, 2001              | ) | <u>Confirmation No.:</u> 9271       |

For: System And Method For Insertion And Modification Of Advertisements

AMENDMENT AND RESPONSE

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the Official Action dated February 25, 2005.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.